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TRANSMITTAL FORM

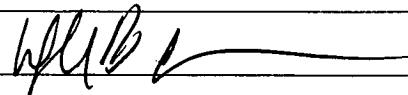
(to be used for all correspondence after initial filing)

TRANSMITTAL FORM <i>(to be used for all correspondence after initial filing)</i>		Application Number	10/560,770
		Filing Date	June 7, 2006
		First Named Inventor	Itaru Tanimura, Thomas M. Callaghan
		Group Art Unit	4143
		Examiner Name	Uber, Nathan C.
Total Number of Pages in This Submission		Attorney Docket Number	352738.00800

ENCLOSURES (check all that apply)

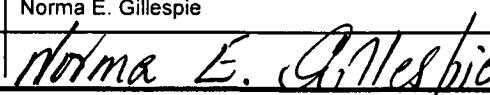
<input type="checkbox"/> Fee Transmittal Form	<input type="checkbox"/> Assignment Papers (for an Application)	<input type="checkbox"/> After Allowance Communication to Group
<input type="checkbox"/> Fee Attached	<input type="checkbox"/> Drawing(s)	<input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences
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<input type="checkbox"/> Affidavits/declaration(s)	<input type="checkbox"/> Petition to Convert to a Provisional Application	<input type="checkbox"/> Status Letter
<input type="checkbox"/> Extension of Time Request	<input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address	<input checked="" type="checkbox"/> Other Enclosure(s) (please identify below):
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<input type="checkbox"/> Response to Missing Parts/ Incomplete Application	Remarks	
<input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm or Individual name	Doyle B. Johnson (Reg. No. 39,240) Reed Smith LLP
Signature	
Date	January 26, 2009

CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313, on this date:

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Attorney's Docket No. 352738.00800 - PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In the application of:

Itaru Tanimura; Thomas M. Callaghan

Serial No.: 10/560,770

Filed: June 7, 2006

For: APPARATUS AND METHOD FOR
ASSISTING MARKETING

Examiner: Uber, Nathan C.

Group Art Unit: 4143

TRANSMITTAL LETTER

Commissioner of Patents and Trademarks
Alexandria, VA 22313-1450

Sir:

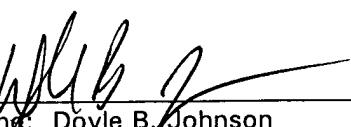
Enclosed is an Information Disclosure Statement, a Form PTO-1449, and copy of the cited reference and translation, filed in accordance with 37 C.F.R. §1.56.

The Commissioner is hereby authorized to charge any additional fees (or credit any overpayment) associated with this communication and which may be required under 37 CFR §1.16 or §1.17 to Deposit Account No. 50-2603, referencing Attorney Docket No. 352738.00800. A duplicate sheet is attached.

Respectfully submitted,

REED SMITH LLP

Dated: January 26, 2009

By: 
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Registration No. 39,240
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CERTIFICATE OF MAILING - 37 C.F.R. § 1.08

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January 26, 2009


Norma E. Gillespie



Attorney's Docket No. 352738.00800 - PATENT

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in the application of:	
Itaru Tanimura; Thomas M. Callaghan	Examiner: Uber, Nathan C.
Serial No.: 10/560,770	Group Art Unit: 4143
Filed: June 7, 2006	
For: APPARATUS AND METHOD FOR ASSISTING MARKETING	

INFORMATION DISCLOSURE STATEMENT

Commissioner for Patents
Alexandria, VA 22313-1450

Sir:

Applicant submits herewith patents, publications or other information (listed on the attached Form PTO/SB/08A) of which Applicant is aware, which may be material to the examination of this application and in respect of which there may be a duty to disclose in accordance with 37 CFR §1.56.

In accordance with 37 CFR §1.97(h), the filing of this Information Disclosure Statement shall not be construed to be an admission that the information cited in this statement is, or is considered to be, material to patentability as defined in 37 CFR §1.56(b).

In accordance with 37 CFR §1.97(g), the filing of this Information Disclosure Statement shall not be construed to mean that a search has been made or that no other material information as defined in 37 CFR §1.56(a) exists. It is submitted that the Information Disclosure Statement is in compliance with 37 CFR §1.98 and MPEP §609 and the Examiner is respectfully requested to consider the listed references.

Respectfully submitted,

REED SMITH LLP

Dated: January 26, 2009

By: 
Name: Doyle B. Johnson
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